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FOR IMMEDIATE RELEASE
November 2, 1994

CONTACT: Karen Sibert
202/994-9023

NEW GW STUDY OFFERS PROFILE OF EVENT MANAGEMENT PROFESSIONALS

Burgeoning young field is represented by well-educated and well-paid managers

WASHINGTON -- Stedman Graham, director of the Forum for Sport and Event Management and Marketing at The George Washington University, has announced the release of a major study of event management professionals. Conducted with partial funding provided by the International Special Events Society (ISES), the study is believed to be the largest ever executed in the emerging field of event management. Its findings reveal significant data previously unavailable to the industry or the general public.

Distributed to 1,200 ISES members, the survey instrument was developed by Joe Jeff Goldblatt, CSEP, director of the Event Management Certificate Program at GW and Lisa Delpy, assistant professor of exercise science and faculty advisor to the Forum for Sport and Event Management and Marketing. The questions concentrated on identifying event management salaries, job titles, educational background and other economic and demographic information.

Survey respondents reported that there are an equal number of men and women employed in the field. This fact differentiates the field from most others and may suggest greater career opportunities for both genders in event management. Results further establish that this group tends to have a higher level educational attainment than the general population -- 40% of event managers hold bachelor's degrees or higher, compared to 27.8% of the employed public.

The year-long study also reveals that the profession is represented largely by small businesses which produce corporate and social events most frequently. One result of this research may be to pioneer more sophisticated, extensive and scientific studies of future trends in this relatively young profession.

A complete, detailed report of the survey findings is available for purchase from the International Special Events Society. To order a copy, call 1-800/688-ISES.

4

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November 9, 1994

CONTACT: Karen Sibert
202/994-9023

**GW SCHOOL OF BUSINESS AND PUBLIC MANAGEMENT INAUGURATES
DWIGHT D. EISENHOWER TOURISM PROFESSORSHIP NOV. 17**

**Ceremony to appoint Dr. Donald Hawkins to professoriate;
Stedman Graham to receive award for meritorious service**

EVENT: Fall colloquium and inauguration of the Dwight D. Eisenhower Professorship of Tourism Policy presented by The George Washington University School of Business and Public Management International Institute of Tourism Studies.

Susan Eisenhower, granddaughter of the late president, is scheduled to deliver brief remarks following the ceremony. **Richard Yarbrough**, managing director of communications for the Atlanta Committee for the Olympic Games will be the colloquium guest speaker. **Stedman Graham**, director of the GW Forum for Sport and Event Management and Marketing, will be given a meritorious service award.

WHEN: Thursday, November 17, 1994
5:00 p.m. Reception
5:30 p.m. Inaugural Ceremony
6:00 p.m. Colloquium
6:45 p.m. "J Street" Dining Emporium Tasting Tour

WHERE: The George Washington University Club
800 21st Street, NW, Washington, D.C.

COST: Public admission by invitation only.

Background:

Through the leadership of President Stephen Joel Trachtenberg and the International Institute of Tourism Studies (IITS) faculty, The George Washington University is inaugurating the Dwight D. Eisenhower Professor of Tourism Policy. The professoriate is named in honor of the former president who created the U.S. Travel Service (which ultimately became the U.S. Travel and Tourism Administration); was the first American

president to utilize jet airplane service; and contributed to the expansion of the interstate highway system -- all vital catalysts for the growth of tourism in this country.

The first three-year appointment to the professoriate is Dr. Donald E. Hawkins. This endowment was established to assist the IITS in achieving its vision to become the world's foremost university center of tourism management education and policy research by the year 2000.

**MEDIA INTEREST IN COVERING THIS EVENT SHOULD CONTACT
KAREN SIBERT IN THE GW OFFICE OF PUBLIC AFFAIRS, 202/994-9023.**

FOR IMMEDIATE RELEASE
November 9, 1994

CONTACT: Karen Sibert
202/994-9023

**GW LECTURE ON RELATIONS WITH THIRD WORLD COUNTRIES TO FEATURE
FORMER GUYANESE AMBASSADOR TO THE U.S., CEDRIC GRANT, NOV. 15**

EVENT: GW's Elliott School of International Affairs presents a lecture by Cedric Grant, Baker Professor of International Affairs and former Guyanese ambassador to the United States, who will discuss **"Equity in International Relations: A Perspective from the Third World."**

A reception will follow.

WHEN: Tuesday, November 15, 1994
5:00 p.m.

WHERE: The George Washington University
Strong Hall Piano Lounge
620 21st Street, NW, Washington, D.C.

COST: Free and open to the public.

Background:

The diplomatic career of Cedric Grant, now Baker Professor of International Affairs at The George Washington University, includes service as Guyana's ambassador to Lusaka and London, prior to his concurrent positions as ambassador to the United States and delegate to the Organization of American States from 1982 to 1992. During his tenure in Washington, Grant also served as special adviser to the president on foreign affairs (1990 to 1992). Since 1993, he has been a partner in a public affairs consulting firm, Public Affairs Consulting Enterprise.

He received his undergraduate and graduate degrees from the University of Leicester. He was a Ford Foundation fellow at the University of Edinburgh where he obtained a Ph.D. in June 1969. Grant has held faculty positions at the University of Ghana, the University of Waterloo in Canada and the Institute of Social and Economic Research, University of the West Indies in Jamaica. The recent recipient of a Fulbright scholarship, Grant will study political leadership in the Caribbean with particular emphasis on Belize.

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FOR IMMEDIATE RELEASE
November 9, 1994

MEDIA CONTACT: Shawn Tate
(202) 994-6467

**ACCLAIMED CHOREOGRAPHER BILL T. JONES JOINS PANEL TO EXPLORE
THE ART OF SURVIVAL, NOVEMBER 17 AT GW**

**Symposium Engages Health Care Professionals, Artists and Survivors of
Traumatic Illness in Discussion on Managing Mortality --
Issues of Life, Survival and Loss**

EVENT: The George Washington University's Lisner Auditorium, the Washington Performing Arts Society and District Curators, Inc., in association with the St. Francis Center present "MANAGING MORTALITY," a free symposium about life, survival and loss. In conjunction with the Washington premiere of his dance performance "STILL HERE," Bill T. Jones will participate with other artists, illness survivors and health care providers in a discussion of the issues surrounding mortality.

The panel includes LYNN BONDE, J.D., M.S.W., counselor, St. Francis Center, lawyer with Ginsburg, Feldman and Bress, board member of National Women's Health Resource Center and bilateral breast cancer survivor; JEFFREY JAY, Ph.D., clinical professor of psychiatry and behavioral sciences, The George Washington University Medical Center (GWUMC), and director, Center for Post-Traumatic Stress Studies and Treatment; BOB HATTOY, White House liaison, U.S. Department of Interior; BRIAN E. KAMOIE, GW law student, and coauthor of "Deathright: Culture, Medicine, Politics and the Right to Die"; CAROL OVERDORF, noted DC antique dealer/decorative arts teacher and breast cancer survivor who will be accompanied by her daughter CYNTHIA OVERDORF CRANNEY; ROBERT WASHINGTON, Ph.D., psychologist/counselor, St. Francis Center, and former D.C. Commissioner of Mental Health; and LEONARD WISNESKI, M.D., clinical professor of medicine, GWUMC, director of medical education, Holy Cross Hospital, and expert in alternative medicine.

WHEN: Thursday, November 17, 1994 at 7:00 p.m.

WHERE: The George Washington University's Marvin Center
Room 403, 800 21st Street, NW, between H and I Streets

COST: Free and open to the public. For reservations call:
(202) 833-9800, extension 43.

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FOR IMMEDIATE RELEASE
November 10, 1994

Contact: Sam Silverstein
(202) 994-1423

*** MEDIA ADVISORY ***

**ALAN DERSHOWITZ AND NATHAN LEWIN TO DEBATE CONSTITUTIONALITY
OF DISPLAYING MENORAHS AND OTHER RELIGIOUS SYMBOLS
IN PUBLIC PLACES NOVEMBER 22 AT GW**

**GW President Stephen Joel Trachtenberg
to Moderate Forum at Foggy Bottom Campus**

EVENT: Two of the country's best known attorneys will debate the constitutionality of displaying religious symbols on public property. **Alan M. Dershowitz**, Harvard University law professor and lawyer to celebrities, will battle Washington lawyer **Nathan L. Lewin**, who has defended people who believe their religious freedom has been restricted. **Stephen Joel Trachtenberg**, president of The George Washington University, will moderate.

A reception will follow the debate.

WHEN: Tuesday, November 22, 1994
5:30 p.m.

WHERE: The George Washington University
Dorothy Betts Marvin Theatre
800 21st Street, NW
Washington, D.C.
(Foggy Bottom/GW Metro, Blue and Orange lines)

COST: Free and open to the public. Tickets may be obtained in Marvin Center 204 during normal business hours. For information, call (202) 994-7470. (No telephone reservations will be accepted.)

Background:

The debate, featuring two of the best minds in the American legal community, is sponsored by the American Friends of Lubavitch in cooperation with The George Washington University. Dershowitz and Lewin will tackle the issue of displaying religious symbols, such as Menorahs and the Nativity, in public areas.

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Dershowitz is currently the Felix Frankfurter Professor of Law at Harvard Law School, where he was appointed to the faculty at age 25. He became the youngest full professor in Harvard history at 28. He has been described by Newsweek magazine as "the nation's most peripatetic civil-liberties lawyer and one of its most distinguished defenders of individual rights," and is known around the world for his work championing freedom and representing major clients. He regularly appears on major television broadcasts and is often quoted in the press. He has written a number of books describing the cases he has been involved with, including Reversal of Fortune, which became a major motion picture.

Dershowitz attended Brooklyn College and Yale Law School, where he was first in his class and editor-in-chief of the Yale Law Journal. He has also received an honorary degree from Haifa University in Israel, as well as numerous awards recognizing his achievements.

Lewin is currently an attorney with the Washington, D.C. firm of Miller, Cassidy, Larroca & Lewin, where he has been involved in trial and appellate litigation in federal courts since early 1969. He is active in national and local Jewish community affairs and is president of the American Section of the International Association of Jewish Lawyers.

A graduate of Yeshiva College and Harvard Law School, Lewin has distinguished himself as a defender of people whose religious rights have been infringed upon for work or other reasons. He has brought lawsuits on behalf of Sabbath observers who have experienced discrimination in private employment and sought to win Jewish prisoners the right to have Kosher food, among many endeavors as a champion of religious freedom.

In 1980, Lewin was hired by the Department of Justice Special Investigations Unit to prosecute the case of Valerian Trifa, an alleged leader of the Romanian Iron Guard, a fascist organization blamed for the murder of many Jews.

Located four blocks from the White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business/public management and international affairs. Each year GW enrolls a diverse population of 19,000 undergraduate, graduate and professional students from all 50 states, the District of Columbia and 120 countries.

FOR IMMEDIATE RELEASE
November 11, 1994

CONTACT: Karen Sibert
or Ali Levine
202/994-9023

**GW PROFESSOR RAY RIST EDITOR OF TWO NEW BOOKS AND
INTERNATIONAL JOURNAL ON POLICY STUDIES**

Washington -- Ray C. Rist, professor and director of the Center for Policy Studies in the Graduate School of Education and Human Development at The George Washington University, is the editor of two newly released books: **"Can Governments Learn?: Comparative Perspectives on Evaluation and Organizational Learning"** and **"The Democratic Imagination: Dialogues on the Work of Irving Louis Horowitz."**

"Can Governments Learn?" examines organizational learning in the public sector. The book examines what role policy and program evaluation information play in helping governments to learn. Among the democratic societies studied are Belgium, Canada, the Netherlands, Sweden, and the United States. Further, it evaluates preconditions for governmental learning as well as the institutional and human resource factors that contribute to the process. This is the third volume in the Comparative Policy Analysis series.

"The Democratic Imagination" is a compilation of 27 papers by various authors that analyze and summarize the intellectual contributions made by Irving Louis Horowitz. Social scientist, editor and publisher Irving Louis Horowitz has examined the political implications of forces as diverse as communism in Cuba; economic development in Third World countries; the changing shape of publishing technology; religious figure Sun Myung Moon of the Unification Church; and the work of American sociologist C. Wright Mills. **"The Democratic Imagination"** honors Horowitz for his many contributions to the study of democracy and addresses key areas of his intellectual and professional career.

Ray Rist has been with The George Washington University since 1993 and has authored or edited 18 books and nearly 100 articles covering topics such as the public sector, management, education, race relations, urban violence, international migrations, European guestworkers, youth unemployment, research methodology, policy analysis, program evaluation and comparative government. Currently

North American editor of "Knowledge and Policy: The International Journal of Knowledge Transfer and Utilization," Rist has worked for the U.S. General Accounting Office and the National Institute of Education, U.S. Department of Health, Education and Welfare. In addition, he has taught at Cornell University and The Johns Hopkins University.

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FOR IMMEDIATE RELEASE
November 14, 1994

CONTACT: Karen Sibert
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**NEW GW RESEARCH REPORT CITES STUDENT EFFORT AND INVOLVEMENT AS
DECISIVE ELEMENTS IN PROMOTING POSITIVE COLLEGE OUTCOMES**

WASHINGTON -- A recently published report by the ERIC Clearinghouse on Higher Education at The George Washington University draws a direct link between a successful college outcome and the degree to which students are involved with their studies and campus life. **"Turning Teaching Into Learning: The Role of Student Responsibility in the Collegiate Experience"** looks at issues such as quality of effort, student background and college environment -- all of which influence college outcomes. Further, the study states the need for students to become active, responsible and empowered participants in their own learning and development.

"The college experience no longer is the prerogative of traditional-aged, bright students. It now encompasses non-traditional populations. Many of these first-generation college students are unaware of the expectations of college life or have significant extracurricular demands," say authors **Todd M. Davis, associate professor in the Higher Education Administration Program at the University of North Texas and director of research at the Institute of International Education in New York, and Patricia Hillman Murrell, director of the Center for the Study of Higher Education and professor in the Department of Leadership at the University of Memphis.**

As it discusses student responsibility, research on student background, college environment and college outcomes, the report places special emphasis on the notion that students will only get out as much as they put into their collegiate experience. Therefore, colleges need to provide unique opportunities for student interaction and participation and create environments conducive to responsible participation.

Davis and Murrell believe that, "Policies that stress the importance of student achievement and in-class and cocurricular

- 2 -

challenge and support are essential for student growth. The institutional culture clearly must convey the institution's purpose in an unambiguous manner, and the ethos of the campus must be one in which students believe they are members of a larger community."

"Turning Teaching Into Learning: The Role of Student Responsibility in the Collegiate Experience" is Report No. 8 of the 1993 Higher Education Report Series from the ERIC Clearinghouse on Higher Education and ASHE. The ERIC Clearinghouse on Higher Education is a sponsored project of The George Washington University's Graduate School of Education and Human Development.

The monograph is available for \$18.00 from ASHE-ERIC Higher Education Reports, The George Washington University, One Dupont Circle, NW, Suite 630, Washington, D.C. 20036. Copies for review by the educational press are available upon request.

- 30 -

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FOR IMMEDIATE RELEASE
November 15, 1994

CONTACT: Karen Sibert
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FORMER NEA PRESIDENT MARY FUTRELL NAMED INTERIM DEAN OF GW GRADUATE SCHOOL OF EDUCATION AND HUMAN DEVELOPMENT

WASHINGTON -- Stephen Joel Trachtenberg, president of The George Washington University, has announced the appointment of Dr. Mary Futrell to serve as interim dean of the Graduate School of Education and Human Development. Dr. Futrell is an associate professor of educational policy, president of Education International and former head of the National Education Association.

"GW has enjoyed a remarkable relationship with Mary Futrell as a faculty member and internationally-known educator. It is with a great deal of confidence and pride that we have invited her to apply her gifts of leadership to the attainment of the school's goals," said President Trachtenberg.

Effective December 1, 1994, Futrell will succeed Dean Peter Smith, a former Congressman from the state of Vermont, who leaves the University to become founding president of California State University at Monterrey Bay. A search committee has been formed to select the next dean.

"The School has made tremendous progress over the past three years," said Futrell. "I look forward to working with the faculty and staff at GSEHD as we continue moving forward to improve the quality of educational services to students and to the community."

Formerly a secondary school teacher, Mary Futrell has an international reputation as a visionary educator. Currently president of Education International, she has served as president of the World Confederation of Organizations of the Teaching Profession. For six years (1983-89), she was president of the National Education Association having previously held positions within the organization as secretary/treasurer and board member. Futrell also headed the Virginia Education Association from 1976 to 1978 and the Education Association of Alexandria (1973-78).

A graduate of Virginia State College, Futrell holds a master's degree in secondary education and a doctorate in educational policy studies from The George Washington University where she has been a faculty member since 1992. In addition to her numerous affiliations with national and international organizations, she has received 17 honorary doctoral degrees from institutions in the United States and abroad.

GW Vice President for Academic Affairs Roderick French commented, "There are two very strong benefits deriving from Dr. Futrell's appointment. First, the University obtains the qualities of leadership that have brought her into major positions of national and international responsibility in education. Secondly, her selection for this role maintains a very committed and experienced leadership structure within the Graduate School of Education and Human Development. With this assurance of continuity and competence of leadership, we can address the challenges before us while launching a search for a 'permanent' dean."

Located four blocks from the White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business/ public administration and international affairs. Each year, GW enrolls a diverse population of 19,000 undergraduate, graduate and professional students from all 50 states, the District of Columbia and 120 countries.

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FOR IMMEDIATE RELEASE
November 15, 1994

MEDIA CONTACT: Shawn Tate
(202) 994-6467
PUBLIC CONTACT: Penny Dwyer
(202) 994-1525

BENSON BOND MOORE, WASHINGTON ARTIST, REDISCOVERED

Moore's Works on Paper Featured at GW's Dimock Gallery Exhibit
December 8 - January 27

EVENT: The George Washington University Dimock Gallery presents "BENSON BOND MOORE'S WORKS ON PAPER: REGIONAL LANDSCAPES, PORTRAITS AND WILDLIFE, 1910-1940," an exhibition featuring more than 75 watercolors, etchings and drawings selected from the estate of the artist and The George Washington University permanent collection.

Washington artist Benson Bond Moore (1882-1974) played a prominent role in the art life of the city in the first half of this century, and the rediscovery of his works on paper, through the cooperation of his estate, gives this exhibition universal appeal.

WHEN: December 8, 1994 - January 27, 1995 (Note: exhibit extended past original close date)
Tuesday - Friday, 10 a.m. to 5 p.m.
Saturday, 12 noon - 5 p.m.
Closed to the public Sunday and Monday

WHERE: The George Washington University Dimock Gallery (off the lower lobby of Lisner Auditorium)
21st and H Streets, N.W., Washington, D.C.

COST: Free and open to the public.
For more information, call (202)994-1525 or 994-7091.

Background:

Although BENSON BOND MOORE is not a familiar name in Washington, D.C. today, it should be. During his lifetime, Moore's exhibitions numbered in the hundreds, were frequented by an extremely loyal following and were reviewed religiously by *The Washington Post* and *The Washington Star*. From the late teens to the early fifties, Moore's name was synonymous with Washington art.

This exhibition demonstrates the range of Moore's talent through watercolor views of familiar Washington sites, portrait drawings of contemporary artists and sensitive etchings and drawings of wildlife. Moore's diverse artistic education included training in the commercial printing field and a period of study at the Corcoran School of Art. He also worked in his father's restoration and framing business, which was employed by the White House and the Capitol from the administrations of U.S. Grant through Herbert Hoover.

The artist came of age at the turn of the century, and his charming watercolor landscapes are an outgrowth of that era's strong Washington, D.C. landscape tradition. Moore was an active member of the prestigious Washington Landscape Club and the Washington Water Color Club, among other regional arts organizations.

Organized in association with the Gallery, Harmony Hall Regional Center (where the exhibition has been on view from October 10 - November 29, 1994), and with the support of the Estate of Benson Bond Moore and the Maryland State Arts Council, the exhibition will be expanded at The George Washington University Dimock Gallery to include works by other Washington contemporaries of Moore, from GW's permanent collection. An illustrated brochure, written by Assistant Curator Margaret Dwyer, accompanies the exhibition. In early January, a supplemental release advertising public programs associated with this exhibition, with a focus on early twentieth-century Washington art, will be available.

FOR IMMEDIATE RELEASE
Nov. 18, 1994

MEDIA CONTACT: NORA KELLEY
(202) 994-3087

GW PHD SUSAN SCHWAB HONORED BY NASPAA FOR BEST DISSERTATION

**Dissertation on Omnibus Trade Act Published by
Harvard Business School Press**

Washington, D.C. -- Competing with dissertations from leading schools of public affairs -- like Harvard, Yale, Columbia, and Penn -- Susan Schwab's dissertation, *The Omnibus Trade and Competitiveness Act of 1988: The End of an Era in US Trade Policy?*, was named best dissertation of the year at the annual meeting of the National Association of Schools of Public Affairs and Administration (NASPAA) in Tuscon, AZ. Schwab's dissertation has also had the distinction of being published by the Harvard Business School Press under the title *Trade-Offs: Negotiating the Omnibus Trade and Competitiveness Act*. Schwab wrote her dissertation while serving as assistant secretary of commerce and director general of the U.S. & Foreign Commercial Service.

"I feel honored, flattered, and more than a little overwhelmed," said Schwab in her acceptance letter to members of NASPAA. "I can honestly say that I enjoyed writing this dissertation and hope that scholars who read it will appreciate, as I have, the complexities of our field."

Trade-Offs is Susan C. Schwab's intimate chronicle of the crafting of the Omnibus Trade and Competitiveness Act of 1988 -- the trade law that dictated the terms of congressional approval of NAFTA and GATT. The Omnibus Act also triggered the debates on fast-track legislation and the use of the U.S. market as leverage against foreign trade barriers via Super 301.

"This is the best analysis to date of the 1988 Trade Act, a very important piece of legislation," said Susan Tolchin, professor of public administration at The George Washington University and Schwab's dissertation advisor. "This is an extraordinary achievement. It is well-deserved from a very brilliant hard-working student."

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Currently director of corporate business development at Motorola, Inc., Schwab has also worked as a trade negotiator for the U.S. trade representative in Washington and for the U.S. Embassy in Tokyo from 1977 to 1981. From 1981 to 1989 Schwab served as trade staffer, chief economist, and, ultimately, legislative director for Senator John C. Danforth (R-Mo), a ranking member of his party on the Senate Finance Committee. She was Assistant Secretary of Commerce and Director General of the U.S. & Foreign Commercial Service from 1989 to 1993.

-- 30 --

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November 18, 1993

MEDIA CONTACT: Shawn Tate
(202) 994-6467
PUBLIC CONTACT: Penny Dwyer
(202) 994-1525

**NINETEENTH-CENTURY PHOTOGRAPHS OF AMERICAN WEST ON EXHIBIT AT
GW'S DIMOCK GALLERY, DECEMBER 9 - JANUARY 29**

**GW's Dimock Gallery and National Indian Policy Center Co-sponsor
Exhibition of Photographs by Hillers and Jackson**

EVENT: The Dimock Gallery and the National Indian Policy Center of The George Washington University present "John K. Hillers and William Henry Jackson: Nineteenth-Century Photographs of the American West from The George Washington University Permanent Collection."

WHEN: December 9, 1993 - January 29, 1994
Tuesday - Friday, 10 a.m. to 5 p.m.
Saturday, 12 noon - 5 p.m.
Closed to the public Sunday and Monday

WHERE: The George Washington University Dimock Gallery
(off the lower lobby of Lisner Auditorium)
21st and H Streets, NW
Washington, D.C.
(Two blocks from Foggy Bottom Metro)

COST: Free and open to the public
For more information, call (202) 994-1525 or 994-7091.

BACKGROUND:

Over 30 nineteenth-century albumen silver prints by photographers John K. Hillers and William Henry Jackson will be on view at the Dimock Gallery from December 9, 1993 through January 29, 1994. The exhibition is co-sponsored with GW's National Indian Policy Center, which works with a variety of Indian organizations in the realm of cultural rights and resources.

Dating from the 1870s-1880s, the photographs in the exhibition were taken during expeditions to various parts of the Western United States by photographers to the U.S. Geological Survey and Bureau of American Ethnology. Those shown are highlights from a collection of photographs by Hillers and Jackson presented to the University by Mrs. Charles V. Riley in 1948.

Featured among John K. Hillers' work are scenes of Native American pueblo communities of the Southwest. Hillers recorded both ceremonial events and everyday activities such as hairdressing, spinning and weaving. The photographer is well-known for his renderings of pueblo architecture and compelling posed portraits of Native American individuals. Most of the images in the exhibition date from 1879-1881, when Hillers served as official photographer during expeditions to numerous settlements along the Rio Grande.

As a life-long photographer devoted to the exploration of the American West, William Henry Jackson witnessed and photographed the building of the Union Pacific Railroad before becoming a member of the F.V. Hayden Survey in 1871. Among the photographs included in this exhibition are spectacular views of the Yellowstone region and cliff ruins near Mesa Verde in southwestern Colorado.

The U.S. Geological Survey and the Bureau of American Ethnology used these photographs and others as visual records to illustrate their geological surveys of the Western landscape and anthropological studies of the Native American peoples. Works similar to those in The George Washington University Permanent Collection by both Hillers and Jackson were represented at the Philadelphia Centennial Exposition and the 1893 World's Columbian Exposition at Chicago, where they were enthusiastically received by a public fascinated with the "untamed" West.

Besides co-sponsoring Indian exhibits, the National Indian Policy Center commissions research on a range of Indian concerns and has an information clearinghouse that provides interested parties with access to both its own reports and other databases including the Library of Congress and specialized Native American collections.

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FOR IMMEDIATE RELEASE
Nov. 21, 1994

MEDIA CONTACT: NORA KELLEY
(202) 994-3087

ROBERT L. JOHNSON PRESIDENT OF BLACK ENTERTAINMENT TELEVISION
TO SPEAK AT GW

Nov. 28th Lecture Part of Hoffman Lecture Series
on Entrepreneurship

WHAT: Hoffman Lecture Series on Entrepreneurship
Robert L. Johnson, president, Black Entertainment
Television

WHERE: The George Washington University
Marvin Center
University Club - Morris Room
800 21st Street, NW

WHEN: Monday, November 28th
6:00 p.m. to 8:00 p.m.

BACKGROUND:

Johnson is founder and president of Black Entertainment Television (BET), the nation's first and only black-owned cable network. From, 1976 to 1979, Johnson served as vice president of government relations for the National Cable Television Association. Prior to joining the NCTA, Johnson served as press secretary for the Honorable Walter E. Fauntroy, Congressional Delegate from the District of Columbia. Johnson previously held positions at the Washington Urban League and the Corporation for Public Broadcasting.

Johnson is a graduate of the University of Illinois and holds a masters in public affairs from the Woodrow Wilson School of Public and International Affairs at Princeton University. He serves on the boards of Hilton Hotels Corporation, Cable Television Advertising Bureau; National Cable Television Associations' Academy of Cable Programming; American Film Institute; Federal City Council; the Advertising Council and American Advertising Federation. He has won the Communicator's Award, Black Radio Exclusive, Distinguished Alumni Award, Princeton University; NAACP's Image award; and the President's Award, National Cable Television Association.

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FOR IMMEDIATE RELEASE
Nov. 21, 1994

MEDIA CONTACT: NORA KELLEY
(202) 994-3087

**GW STUDENTS JOIN LAS AMERICAS CORPORATION IN ESTABLISHING
INTERNATIONAL ENTERPRISE ZONE IN ADAMS MORGAN**

**Dec. 8 Presentations to Focus on Six
Adams Morgan Businesses**

Washington, D.C. -- Graduate students at The George Washington University have teamed up with the Las Americas Avenue Development Corporation to create an International Enterprise Zone in D.C.'s Adams Morgan district. This fall, students working with GW's School of Business and Public Management's Center for the Advancement of Small Business worked closely with six Adams Morgan business owners to tackle the most challenging obstacles to their success. The students will present their suggestions for implementation on Dec. 8th.

Businesses represented in the Dec. 8th presentations are **Kogibow Bakery, La Fonda Restaurant, Crystal Insurance Agency, Guatemala House, J&O Auto Parts, Zodiac Unlimited, and Uniform** (an antique shop).

D.C. Mayor Sharon Pratt Kelly; Merrick Malone, assistant city administrator for Economic Development; Carmen Ramirez, director of the D.C. Office of Latino Affairs and other D.C. Officials have been invited to attend.

The students will present their findings pertaining to specific tasks designated by the business owners -- such as increasing advertising, comparing prices with competitors, and coming up with fresh ideas to enhance the menu -- on Thursday, December 8th at the Adams Morgan offices of **Las Americas Corporation, 1801 Columbia Road, NW; suite 100**. Presentations will be made between 6:00 and 8:30 p.m.

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"The types of special projects that we have designed together are extremely important for economic development," says Dr. Charles N. Toftoy, director of the GW Center for the Advancement of Small Business. "This 'hands-on' approach not only directly helps the minority business owner but also, gives the students a rare opportunity to learn firsthand about small businesses."

The Las Americas Avenue Development Corporation is an Hispanic-owned business that seeks to establish an international enterprise zone that will transform international human and cultural resources into economic empowerment, bringing hundreds of millions of tourist dollars into Adams Morgan, Mount Pleasant and Columbia Heights. As part of the revitalization, Las Americas plans a multimillion-dollar, open-air plaza, pedestrian zones, child care parks and a sports arena with an exhibition soccer field. The zone would include Columbia Avenue from Connecticut Avenue to 14th Street down to Calvert and 18th Streets in Adams Morgan.

"By no means are we speaking here of a 'foreign quarter,' isolated from the rest of our city," says Hector Rodriguez, president of Las Americas. "To the contrary, this zone would provide international visitors with a convenient point of connection to facilitate their broader enjoyment of our entire city."

Members of the media interested in covering the event should contact Nora Kelley in the Office of University Relations, (202) 994-3087.

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FOR IMMEDIATE RELEASE
November 21, 1994

MEDIA CONTACT: Shawn Tate
(202) 994-6467
PUBLIC CONTACT: Department of Music
(202) 994-6245

**GW'S UNIVERSITY SINGERS PRESENT WINTER CONCERT
WITH MESSIAH SING-ALONG**

EVENT: Traditional winter concert presented by The George Washington University's concert choir under the direction of Catherine J. Pickar accompanied by Laura Marchisott, assistant conductor.

During the program, the University Singers will perform Handel's "Messiah," at which time the audience is invited to sing along.

WHEN: Friday, December 2, 1994
7:30 p.m.

WHERE: The George Washington University
Dorothy Betts Marvin Theatre
800 21st Street, N.W.
Washington, D.C.
(Two blocks from Foggy Bottom/GW Metro)

COST: All seats are \$3.

BACKGROUND:

GW's annual performance of the "Messiah" dates back to the early 1960s. Professor Catherine J. Pickar has directed the choir of approximately 50 students since 1981.

Dave Anderson
CAMPUS MAIL
Room 207
Office of Special Collections
Gelman Library, 00000

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FOR IMMEDIATE RELEASE
November 22, 1994

CONTACT: Karen Sibert
202/994-9023

GW NAMES JACK A. SIGGINS TO POST OF UNIVERSITY LIBRARIAN

WASHINGTON -- George Washington University President Stephen Joel Trachtenberg has announced that a vigorous national search has resulted in the appointment of Jack A. Siggins to the post of University Librarian. The appointment will become effective on January 1, 1995.

"Jack Siggins brings to GW an outstanding reputation and an impressive body of work in the area of research collections. We are honored to have him lend his considerable expertise to our educational mission," said Trachtenberg.

A senior figure in the library profession, Siggins was for ten years deputy university librarian at Yale. He previously held positions at the libraries of the University of Maryland and the University of Chicago, as well as at the Library of Congress. Siggins received his B.A. from Princeton and M.A. in library sciences from the University of Chicago. In addition, he holds a M.A. in Far Eastern studies and has done significant scholarly work in that field.

"The prospect of working with the administration, faculty, staff and students at GW is very exciting for me," commented Siggins. "My contacts with this community thus far have been uniformly positive and have left me with the distinct impression that I will be working on a daily basis with dedicated, talented individuals at an excellent university."

Jack Siggins has some familiarity with the Gelman Library at GW resulting from his involvement in a recent study there on benchmarking techniques in academic libraries for the Association of Research Libraries. Currently a consultant affiliated with the association, his appointment prompted a comment from its Executive

Director Duane Webster, "This is an extraordinary opportunity for GW to secure the experience and leadership of a seasoned and imaginative research librarian in Jack Siggins. The Washington community will welcome his strong track record of working collectively and collaboratively within institutions and professional organizations."

The Gelman Library is the University's main research library, with more than 1.5 million books and periodicals, as well as a wide variety of electronic reference tools. The library moved into its present facility in 1973 from its former home in Lisner Hall. It was named for Melvin Gelman in 1981. Today, the Gelman Library continues to serve as an important resource for students and researchers. The library's modern facilities include dozens of computer terminals, which provide access to an automated card catalog and a wide variety of databases.

Created by an act of Congress in 1821, The George Washington University is located four blocks from the White House. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business/ public administration and international affairs. Each year, GW enrolls a diverse population of 19,000 undergraduate, graduate and professional students from all 50 states, the District of Columbia and 120 countries.

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FOR IMMEDIATE RELEASE
November 29, 1994

MEDIA CONTACT: Shawn Tate
(202) 994-6467
PUBLIC CONTACT: Janet Blyberg
(202) 994-8401

GW'S COLONNADE GALLERY PRESENTS "ANNUAL CERAMICS STUDENT SHOW"
DECEMBER 8 - JANUARY 15

EVENT: The George Washington University Colonnade Gallery is pleased to present "ANNUAL CERAMICS STUDENT SHOW."

The exhibit features both traditional and contemporary ceramic art ranging from functional and non-functional pottery and sculpture to architectural and industrial ceramics. The works reflect the diverse styles and backgrounds of the BA and MFA students.

Included in the exhibit are Rebecca Bafford, Kathleen Carlson, Hakan Dakin, Mee-Kyung Kim, Jungeun Lee, Alyson Lewis, Barbara Lewis, Yuuki Matsumoto, Ann McQueary, Joan Mund, Janethal Shaw and Peter Van Riper. Many of the pieces in the exhibit are for sale and may be purchased through the Colonnade Gallery.

The "ANNUAL CERAMICS STUDENT SHOW" is co-sponsored by the GW Art Department Ceramics Program and the Marvin Center Governing Board. For additional exhibit information, contact Janet C. Blyberg, Colonnade Gallery coordinator, at (202) 994-8401.

WHEN: December 8, 1994 - January 15, 1995
Seven days a week, 8 a.m. to midnight
Reception: Thursday, Dec. 8, 5:00 to 7:00 p.m.

WHERE: The George Washington University Colonnade Gallery
Marvin Center, third floor
800 21st Street, NW, Washington, D.C.
(Two blocks from Foggy Bottom/GW Metro)

COST: Free and open to the public

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FOR IMMEDIATE RELEASE
Nov. 29, 1994

MEDIA CONTACT: NORA KELLEY
(202) 994-3087

**GW MBA DAYone STUDENTS HOLD MARKETING PLAN COMPETITION
FOR UNIVERSITY'S 175TH CELEBRATION**

**Dec. 5th Presentations at Historic Mount Vernon to Include
Presentation of Prizes and Champagne Toast by
GW President Stephen Joel Trachtenberg**

WHAT: MBA DAYone Students Hold Marketing Plan Competition for The George Washington University 175th Anniversary Celebration

WHERE: Historic Mount Vernon

WHEN: Monday, December 5th
9:00 a.m. to 5:30 p.m.

BREAKDOWN OF EVENTS:

9:00 a.m. to 11:00 a.m. -- presentations of Groups 1-4; 11:15 a.m. to 1:15 p.m. -- presentations of groups 5-8; 1:30 p.m. to 3:00 p.m. -- luncheon and judges' deliberations; 3:00 p.m. -- judges' feedback on presentations; 4:00 p.m. -- The George Washington University President Stephen Joel Trachtenberg to present prizes to winning teams; 4:30 p.m. -- Toast by President Trachtenberg and tour of the mansion.

BACKGROUND:

The George Washington University will celebrate its 175th anniversary during the 1995/96 academic year.

In preparation for this celebration, students in Professor Lynda Maddox's MBA marketing class divided into eight groups this fall as part of a competition to come up with the best marketing plan for the 175th Anniversary. The student groups were charged with finding ways to market GW's Anniversary pictorial history book, bring alumni back to campus and get the Foggy Bottom community interested and involved in the celebration. The students also researched organizations with which the University might want to partner during the anniversary celebration.

The University will benefit significantly from their surveys, market analysis and other research. "The project sets up a win/win situation for both the University and these MBA students," says GW President Stephen Joel Trachtenberg. "The students gain hands-on marketing experience in a real world setting, while the University is the beneficiary of the students' fresh ideas, creativity and vigor."

"Traditionally, this marketing class has worked with major business leaders like Chevrolet and Armstrong," said Professor Maddox. "This is the first time they will have a chance to work with a major university -- and their own, at that. I think for the DAYone students it has been a particularly rewarding experience; it gives them an opportunity get involved, have fun, learn a lot and play a major role in the University's 175th celebration."

Students participating in the December 5th competitions are members of The George Washington University School of Business and Public Management's DAYone program -- the first year daytime MBA program at the School. The DAYone program -- directed by David Rudd, an instructor and doctoral candidate in the marketing department -- is in its third year, and includes fifty students representing 18 different nations. Students complete the MBA curriculum during the first year, fostering a team approach to learning. During year two, the students rejoin the flexible MBA program with classes in the evenings. This allows GW MBA students to pursue internships and jobs that build the experience part of their resumes along with their academic credentials.

In addition to working on the 175th, DAYone students have attended a formal DAYone orientation at the University's Virginia Campus, worked with the Coalition for the Homeless in conducting its annual 10K fundraising run, met with leaders in varying fields of business, and heard firsthand the wisdom of such world figures as Margaret Thatcher and Norio Ohga, CEO of Sony Corporation.

The competition will be held at Mount Vernon, the historic home of George Washington, and will culminate in a special tour of the mansion for contestants, judges, and University faculty and staff.

Mount Vernon has been owned and operated since 1858 by the Mount Vernon Ladies' Association, the oldest national historic preservation organization in the United States. Each year, nearly one million visitors tour the estate, which includes more than 60 acres of historic buildings, gardens and grounds. George Washington's tenure at Mount Vernon spanned 45 years, and virtually every aspect of the property reflects his effort to make Mount Vernon both beautiful and profitable.

Members of the media interested in covering the competitions should contact Nora Kelley in the Office of University Relations, (202) 994-3087.

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FOR IMMEDIATE RELEASE
November 30, 1994

Contact: Mike Freedman
or Sam Silverstein
(202) 994-6460

**HAS THE WOMEN'S MOVEMENT BEEN A DISASTER?
BETTY FRIEDAN AND WILLIAM F. BUCKLEY SQUARE OFF
IN "FIRING LINE" DEBATE DECEMBER 7 AT GW**

**Arianna Huffington, Kathryn Kolbert also among debaters;
Michael Kinsley to moderate**

Washington, D.C. -- The **William F. Buckley Jr. "Firing Line"** television series returns to The George Washington University campus on Wednesday, December 7, 1994, when leading voices on both sides of the women's movement face-off in a two-hour debate. The program, "RESOLVED: The Women's Movement Has Been Disastrous," will take place in the Dorothy Betts Marvin Theatre (800 21st Street, NW; two blocks from Foggy Bottom/GW Metro) from 6 to 8 p.m. The program will be followed by two related half-hour shows.

Mr. Buckley will captain the team supporting the resolution, which will also include **Elizabeth Fox-Genovese**, a professor at Emory University in Atlanta, founder of its Institute for Women's Studies, and author of *Feminism Without Illusions: A Critique of Individualism*; **Arianna Huffington**, lecturer, broadcaster and author of *The Female Woman*; and **Helen Alvare**, director of planning and information for pro-life activities at the National Conference of Catholic Bishops.

Betty Friedan, founder of the National Organization for Women and author of *The Feminine Mystique* and *The Fountain of Age*, will lead the opposition to the resolution. She will be joined by **Camille Paglia**, professor at the University of Arts in Philadelphia and author of *Sexual Personae: Art and Decadence from Nefertiti to Emily Dickinson*; **Karen Burstein**, who recently resigned as a Family Court Judge in Brooklyn to participate in a leadership study sponsored by the Rockefeller Institute of Government and serve on the Winter Commission of the American State and Local Public Service; and **Katherine Kolbert**, attorney and vice president of The Center for Reproductive Law and Policy.

Michael Kinsley, of The New Republic magazine and CNN's "Crossfire," will moderate the debate.

-more-

GW students, faculty, staff and the general public are invited to attend the taping in the Betts Theatre (800 21st Street, NW -- Foggy Bottom/GW Metro on the Blue and Orange lines).

The program will begin at 6 p.m. and continue until approximately 8:00 p.m. Mr. Buckley requests that the audience be seated by 5:45 p.m. Students, faculty, staff and the general public may pick up free tickets in the Marvin Center, room 204. For more information, call (202) 994-1423 or 994-6463.

The debate will be followed by two related, half-hour programs, which will be taped immediately following "Firing Line." The audience is invited to remain for these shows.

"Firing Line" is produced and directed by Warren Steibel in cooperation with the South Carolina Educational Television Network. GW has hosted several other "Firing Line" programs, including debates on women in military combat, health-care reform and the economy, and welfare reform. The program on the women's movement is scheduled for broadcast on public television stations nationwide on December 23 at 9 p.m.

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FOR IMMEDIATE RELEASE
November 30, 1994

MEDIA CONTACT: Shawn Tate
(202) 994-6467

GW OFFERS FREE COMMUNITY WRITERS WORKSHOP

**Jenny McKean Moore Fund for Writers Sponsors
Creative Non-Fiction Workshop Led by Author Beverly Lowry
Applications Due by January 6, 1995**

EVENT: The Department of English at The George Washington University is offering a free workshop for area writers. Sponsored by the Jenny McKean Moore Fund for Writers, the Creative Non-Fiction Workshop will be led by author Beverly Lowry.

Beverly Lowry, the 1994-95 Jenny McKean Moore Writer in Washington, is author of "Come Back, Lolly Ray" (Doubleday, 1977), "Emma Blue" (Doubleday, 1978), "Daddy's Girl" (Viking Press, 1981), "The Perfect Sonya" (Viking, 1987) and "The Track of Real Desires" (Alfred A. Knopf, 1994). Her non-fiction book, "Crossed Over," was published by Alfred A. Knopf in 1992.

Applicants need not have academic qualifications. No fees are charged. Students at Consortium schools (including GW) are not eligible. The workshop is not open to those who have previously participated in more than one Jenny McKean Moore Fund free workshop.

For workshop information, call GW's Department of English at (202) 994-6180.

WHEN: Tuesdays from 7:00 - 9:00 p.m.
January 17 - April 25, 1995

WHERE TO APPLY:
Creative Non-Fiction Workshop -- Department of English
The George Washington University, Washington, DC 20052

HOW TO APPLY:
To apply, please submit a letter stating name, address, home and work telephone numbers and a brief personal history. Enclose a 5-10 page sample of a personal essay, and a self-addressed, stamped envelope for return of the writing sample. Applications must be received by Friday, January 6, 1995.

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